



“Training for Specialized Intermediaries in the Dairy Value Chain”

CALL

**UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA “LUIGI
VANVITELLI”**

December 2022



Call “Training for Specialized Intermediaries in the Dairy Value Chain”

Submission deadline: 20 January 2023

Training begins: 26 January 2022

Venue: online and final session in presence

Università degli Studi della Campania “Luigi Vanvitelli”, lead beneficiary and coordinator of the European project “TRANSDAIRY”, is launching a regional **call for Specialized Training Sessions** aimed to foster and accelerate technology transfer of the dairy value chain (DVC).

Applicants must be entrepreneurs, researchers, PhD’s, innovators or technology transfer officers resident in Lebanon, Tunisia, Italy and Greece, participating or willing to participate in the process of commercializing research results and innovation projects of the DVC whilst duly protecting intellectual property rights.

The purpose of this specialized training is providing intense business knowledge on:

- Innovation management
- Commercialization
- Competitive analysis
- Business model
- IP and financing

Participants will be given the opportunity to learn how to formulate an action plan to transform inventions and innovations into a viable commercial project and get an overview of the technology transfer and patent commercialization process.

Challenges to address

The TRANSDAIRY Specialized Training Sessions aim at supporting commercialization of research focused on challenges such as:

- Challenges on the Supply & Farming level
- Challenges on the Processing level
- Challenges on the Quality Control level
- Challenges on the Packaging level
- Challenges on the levels of Storage & Distribution, Export, Marketing & Communication, etc.



Who Can Apply

Residents in Italy, Greece, Tunisia and Lebanon with this profile:

- PHD's students, alumni, researchers and innovators working on research projects in the Dairy, ICT, or Bio/Nano technologies industries, or;
- Human resources of Technology Transfer Offices and public authorities who are interested in commercializing their research and IP innovation projects, or;
- Individuals, or members of an R&D transfer department (or similar role) in a private entity, public utility, industries, hubs or similar bodies.
- Small entrepreneurs

Selection Criteria

20 applicants will be selected under the following criteria. Minimum score to be selected is 60 points, maximum score is 100.

Criteria	Score given
<ul style="list-style-type: none"> • Human resources in Technology Transfer Offices or in a R&D transfer department in a private entity, public office, industries, hubs or similar bodies; 	60
<ul style="list-style-type: none"> • PhD's, PhD students, alumni, researchers and innovators working on University research projects; 	60
<ul style="list-style-type: none"> • Any individual having an idea, innovation or research that combines innovation, sustainability and potential for commercialization. 	60
<ul style="list-style-type: none"> • Women, participants under 35 years old and workers/entrepreneurs in the Dairy Value Chain. 	40

Key Benefits and Opportunities

Selected participants will have access to several benefits and opportunities presented by the training:

- Access to the regional Specialized Training and opportunity to connect with key regional stakeholders.
- Receiving a set of business and development skills and know-how by top notch experts, including technical and practical guidance, developing a business model, developing market and commercialization strategies, learning about intellectual property, technology protection, technical applications in the Dairy Value Chain, funding opportunities, access to finance, risk assessment and access to risk capital.
- Learn to formulate an action plan to transform inventions into a growing business and get an overview of the technology transfer and patent commercialization process.

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- At the end of the training a 500,00 € voucher (total gross amount) will be granted to trainees with at least 75% of frequency attendance.
- Invitation to participate and benefit from the subsequent Transdairy activities for 2023 which include: Cross Border Brokerage Events (matching innovators with innovation seekers on a regional level) & Call for cross-border spin-off establishment in the Dairy Value Chain with 10.000,00 € vouchers.

Training Timeline

Four modules will be held on Thursdays, starting 26 January 2023. Training will conclude with a final session in presence.

MODULE 1 – Technology identification, protection and commercialization – 3 hours

- Business opportunity mapping
- Strategies of IP market commercialization of IP assets (TTO, Licensing, Joint Ventures, Startups)
- Management of IP rights: Integration of the right IP tools and legal strategy that correspond to the market commercialization option
- Overview of relevant case studies & best practices in the sector

MODULE 2 – Development of a business model – 3.5 hours

- Startup vs New Businesses: high technological leverage, scalability and growth potentiality
- Analyze the market landscape, define your target markets (TAM, SAM, SOM)
- Business Model Canvas
- Value Proposition Canvas
- Create the entry strategy and business model

MODULE 3 – Building financial projections – 3.5 hours

- New Venture Finance: Startup Funding for Entrepreneurs
- Why fundraising is subject to the territory you are in and nationality investors you are looking at
- Basics of Financials for new Entrepreneurs
- Key traction KPIs
- Financial Planning & Budget
- Fundraising Templates: Safe Financing Documents

MODULE 4 – Pitching – 3.5 hours

- Pitching your business and yourself
- Preparation of the pitch: Composition of a speech (BMC)
- Mind grabber
- Pitch templates & suggestions

FINAL SESSION – Trainees will pitch their business ideas 3 hours



Applications are enclosed here below to this call and must be filled in, signed and sent **within 20 January 2023 to: msaldana@transdairy.net**

Afterwards, applicants must register themselves to the TRANSDAIRY Open Collaborative Platform (OPC) on this link: www.transdairy.net enter the Forum of TRANSDAIRY ICT LIVING LAB@UCLV ITALY, introduce themselves and tell us their motivations to apply to our training.

Application process will be completed just after applicants introduce themselves on the TRANSDAIRY ICT LIVING LAB@UCLV ITALY

Pay attention and register on the right Living Lab!

Luigi Zeni
Prof. Luigi Zeni

Coordinator

TRANSDAIRY Project





TRANSDAIRY PROJECT APPLICATION FORM

TRAINING FOR SPECIALISED INTERMEDIARIES in the DVC

Deadline for submitting applications: 20 January 2023

Kindly fill in, sign and email to: msaldana@transdairy.net

Fields marked in * are mandatory to be filled.

1. First Name*:
2. Last Name*:
3. Gender*:
4. Date of Birth*:
5. LinkedIn Account Link:
6. Country*:
7. Highest education achieved:
 - Less than secondary School
 - High School
 - Professional Technician's Diploma
 - Higher Technician's Diploma
 - Bachelor's degree
 - Masters
 - PhD
 - Other, Please Specify:

8. Are you applying as a:





Public Authority Officer/ Technology Transfer Officer/ Researcher / Faculty Member/ governmental research agency/ Small business/ R&D in industrial sector/ foundation or NGO

9. Organization Name:

10. Job Title*:

11. Email Address*

12. Mobile Number*: (country code) (number)

13. Do you have experience and knowledge in:

- Dairy Value Chain
- ICT
- Bio/Nano technologies
- Other, please specify

14. Please briefly describe your knowledge or experience:

15. Do you have an innovative solution or applied research project addressing the Dairy Value Chain opportunities? * Yes /Not yet

If yes, please provide a short description, including:

- The innovation, solution or applied research project
- If it addresses economic or social needs in the Dairy Value Chain
- If it demonstrates economic viability and combine innovation, sustainability and potential for scalability

16. At which stage is your proposed solution/research and development, if any? *

- Problem Identification
- Ideation
- Prototyping
- Minimum viable product





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- Testing
- Other, please specify:

17. Which sector does your project address? *

- Dairy (supply and farming, processing, quality control, packaging, marketing&communication, storage & distribution, etc.)
- ICT
- Bio/Nano technologies
- Academia & Research
- Government
- Other, please specify:
-

18. How did you hear about the Specialized Training? *

By clicking on “submit”, you are agreeing to be photographed and videoed during the training sessions, which might be published on the Università degli Studi della Campania “Luigi Vanvitelli” website, the TRANSDAIRY open collaborative platform, ENI CBC MED website and social media and eventually, on publications for academic and social purposes.

Date

Signature

TRANSDAIRY PROJECT APPLICATION FORM

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